

## **PRESS RELEASE**



# **Waves of Action**

**\*\*For Immediate Release\*\***

May 18, 2013

Contact:

Lindsay McNamara, Clean Ocean Action, Press Inquiries (908) 310-6729 (cell)

## **CLEAN OCEAN ACTION ENCOURAGES CITIZENS TO GET 'BACK TO THE BEACH'**

*Volunteers Help and Enjoy NJ Beaches By Day,  
Celebrate Their Success By Night – Saturday, May 18*

**Saturday, May 18 (New Jersey and New York)** – Today, volunteers participated in Clean Ocean Action's "Back to the Beach" projects which promote the natural beauty of the coast and show New York and New Jersey shores as being "open for business." Events were held at 17 locations throughout the region, including coastal counties in New Jersey, and Staten Island, New York.

The "Back to the Beach" event featured diverse projects, from surf lessons with [Summa Love Surfing and Yoga](#) in Sea Bright, NJ to a nature walk and beach clean up with [Natural Resource Protective Association](#) in New Dorp, NY. Participants also learned how to make eco chic beach jewelry with [Sea & Green](#) in Pt. Pleasant Beach, NJ, and how to upcycle a t-shirt with the [South Jersey Chapter of Surfrider Foundation](#) in Brigantine, NJ. Volunteers cleaned waterways in Glen Ridge, Keyport and Long Beach Island, NJ.

Each of the 17 projects showcased local businesses for volunteers to visit after the event, helping support coastal business in the aftermath of Superstorm Sandy.

"We hope the Wave of Action program will promote a healthy coastal economy by encouraging volunteers to go 'Back to the Beach' to have fun and celebrate the beauty of the coast after spending some time volunteering to help communities in need," said **Clean Ocean Action Program Manager Tavia Danch**.

Tonight, Clean Ocean Action is hosting the **Back to the Beach Ball**, a party to highlight Clean Ocean Action's appreciation for all the Waves of Action volunteers and supporters at Berkeley Oceanfront Hotel in Asbury Park from 7-10 PM. In continuation of support for coastal businesses, the Back to the Beach Ball will serve food from [The Lusty Lobster - Seafood Market & Catering](#), [Kitschens Catering](#), [Booskerdoo Fresh Coffee Roasters](#), [Cake Bake & Roll](#), [Cravings Bakery](#) and [The Rocky Mountain Chocolate Factory](#). Guests will enjoy live reggae by local Jersey shore reggae band [Predator Dub Assassins](#).

“Back to the Beach” is a segment of Clean Ocean Action’s *Waves of Action*, a program of monthly days of action that are responding to the impacts of Superstorm Sandy and helping improve and protect the marine environment.

For more information about Waves of Action or the Back to the Beach Ball visit [www.ForTheShore.org](http://www.ForTheShore.org). For a complete list of projects and project locations, [click here](#). For details on the Back to the Beach Ball [click here](#).

### **About Clean Ocean Action**

*Clean Ocean Action is a coalition of over 130 boating, business, community, conservation, diving, environmental, fishing, religious, service, student, surfing, and women’s groups. Based in Sandy Hook, COA is the only full time regional coalition that works exclusively for a clean ocean off the coasts of New Jersey and New York.*

###